FOR IMMEDIATE RELEASE              CONTACT: Eileen Mortenson
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GOVERNOR LINGLE, INDUSTRY LEADERS TO ADDRESS ANNUAL
AGRICULTURE/LANDSCAPE
CONFERENCE

Governor Linda Lingle will address the luncheon session at "Ag/LICH 2003 -
CHANGING TIMES: The Business of Agriculture and Landscape," Hawaii's Agriculture
and Landscape Industry Conference on Thursday, October 16, at the Pacific
Beach Hotel.

The annual conference begins on Wednesday, October 15, with a field day at
Kapiolani Park and continues on October 16, at the Pacific Beach Hotel with the
daylong sessions including a trade show and the luncheon.

National industry leaders and experts appearing include: David C. Cole,
chairman, Sunnyside Farms, Virginia, former president of AOL; David Minor,
Director, James A. Ryffel Center on Entrepreneurial Studies, Neeley Business School,
Texas Christian University; Dr. Al Turgeon, Pennsylvania State University,
Professor of Turfgrass Management, Fellow of the American Society of Agronomy and
the Crop Science Society of America; Dr. Don Loch, Queensland (Australia)
Department of Primary Industries Turf Research Group; Kenneth A. Meter, Crossroads
Resource Center, Minneapolis;
Robert Wagner, American Farmland Trust, Assistant Vice President for Field
Programs; and Jay Healy, former Commissioner of Agriculture, State of
Massachusetts.

Local and national industry leaders and experts will speak and lead panel
discussions on topics such as: "Best Practices for Emerging Ventures," "Innovative Business Models," "Linking Farmers to Consumer Markets," and "Irrigation System Design and Use of Effluents."

FOR INFORMATION AND REGISTRATION visit www.ctahr.hawaii.edu/hiagconf or
call 848-2074.

Conference fees range from $20 to $175
Early registration deadline Sept. 30

Conference sponsors include: Quality Turf, Weyerhaeuser, Young Brothers,
Inc., Aloha Airlines, Bank of Hawaii, Farm Credit Services of Hawaii, Hawaii Dept.
of Agriculture, Hawaiian Earth Products Ltd., Kahala Mandarin Oriental
Hawaii, The Honolulu Advertiser, Aloun Farm Inc., County of Hawaii Research &
Development, Gay & Robinson, Grove Farms, Kilauea Agronomics, Quality Graphics, AT&T
and Pacific Business News.

The Agricultural Leadership Foundation of Hawaii, Hawaii Farm Bureau
Federation, University of Hawaii College of Tropical Agriculture and Human Resources
and Landscape Industry Council of Hawaii have partnered to create Hawaii’s only annual, statewide conference for the agriculture and landscape industries. This conference emphasizes creating value and profitability by enhancing the "bottom line."